CHAPTER III

PRESENTATION OF DATA

3.1. INTRODUCTION

In this chapter, the writer is going to present all the data which have been obtained. The data of classified advertisements will be divided into three groups. First, the data which consist of how to offer a commodity; second, the data which consist of how to give a service; third, the data which consist of how to offer job vacancy. Before the writer presents the patterns and the elements in classified advertisements, she is going to explain the terms used in the presentation of data.

'What' means the name of the commodity or service being sold or offered.
'Who' means the name of the advertiser.
'When' means the time the commodity is bought.
'When' also means the time the service is held.
'When' can also mean the time the employee should send or give the job's application.
'Condition' means condition of the commodity.
'Car Accessories' means the accessories which are available such as a tape player, radio, car air conditioning, etc.
'Price' means the price of the commodity being sold.
'Colour' means the colour of the commodity.
'Where' means the address of the advertiser.
'Telephone number' means the telephone number of the advertiser.
'Lead' means the introduction which is given by the advertiser.
'Location' means the location of the commodity being sold.
'Destination' means the place where the tours and

28

travel agency is offered.
'How long' means the duration of the service being held.
'Facility' means aids which are offered by the adver-tiser.
'Qualification' means qualification which is needed to apply a job.
[   ] means that the element which exists between these square brackets is an obligatory element.
(   ) means that the element which exists between these brackets is an optional element.

3.2.1. Commodity!

3.2.1.1. CAR   !

Among the classified advertisements about selling a car, the writer takes 121 classified advertisements as the sample. These classified advertisements are chosen randomly. The writer has divided those classified adver-tisements into 12 groups, so it is easier for her to analyse elements and patterns in those classified adver-tisements.

The typical patterns are:

1.[what][when][who](car accessories)(condition)(price)

  [where](telephone number)

          Example:Peugeot thn75 seg hub.Sowondo
                  Sidodadi Indah Blok I II/20 Sepanjang
                  (JP/18/12/92)

The classified advertisements which use this pattern are about 11%. The obligatory elements are [what], [when], [who] and [where]. The optional elements are

(car accessories), (condition), (price) and (telephone number). *When* always exists after *what. Who* exists after *when. Condition, car accessories and price* are reversible. *Where* exists after *what, when, who, condition, car accessories* or *price. Telephone number* exists after *what, when, who, car accessories, condition, price* or *where. Telephone number* can exist together with *where* or *where* can exist without *telephone number.*

2. [what][when][condition](price)(who)(colour)

(car accessories)(where)(telephone number)

> Example: Daihatsu 1.3pick up 90 mesin baik Rp
> 7.750 hub.Rudi Jl.Husin II/1 Tlp 26761
> (JP/11/12/92)

The classified advertisements which use this pattern are about 21%. The obligatory elements are [what], [when] and [condition]. The optional elements are (price), (who), (colour), (car accessories), (where) and (telephone number). *When* exists after *what. Condition* exists after *what* and *when. Price, who, colour* and *car accessories* are reversible. *Where* and *telephone number* exist after *what, when, condition, who, price, colour* or *car accessories. Telephone number* and *where* can appear together or they appear in turns.

3. [what][when][car accessories](who)(price)(colour)

(condition) [where](telephone number).

> Example: Ford Cortina 2000GL 79 Ac+tep(4,2jt)
> 85% mls bisa ttmtr Babatan Pilang E1/6

Wiyung.
(JP/09/12/92)

The classified advertisements which use this pattern are about 32%. The obligatory elements are [what], [when], [car accessories] and [where]. The optional elements are (who), (price), (colour), (condition) and (telephone number). *What* is put after *when*. *Car accessories* exist after *what* and *when*. *Who, price, colour* and *condition* are reversible. *Where* and *telephone number* exist after *what, when, car accessories, who, price, colour* and *condition*. *Where* and *telephone number* can exist together or *where* exists without *telephone number*.

4. [what][when][colour](condition)(who)(car accessories) (price)(where)(telephone number)

> Example:Nissan Stanza 82 merah Ac/t/vrace 8"
> mulus Pucang Anom Timur I/19 Tlp573617
> (JP/19/12/92)

The classified advertisements which use this pattern are about 11%. The obligatory elements are [what], [when] and [colour]. The optional elements are (condition), (who), (car accessories), (price), (where) and (telpehone number). *When* exists after *what*. *Colour* exists after *what* and *when*. *Condition, who, car accessories* or *price* are reversible. *Where* and *telephone number* exist after *what, when, colour, condition, who,*

7. [what][colour][when][car accesories](condition)(who)

(where)(telephone number).

> Example:Ford Telstar TXS hitam 86 Ac/t/vr/ps lu
> ar biasa ors Pucang Anom Timur 23b.
> (JP/16/12/92)

The classified advertisements which use this pattern
are about 2%. The obligatory elements are [what],
[colour], [when] and [car accessories]. The optional
elements are (condition), (where) and (telephone num-
ber). *Colour* exists after *what*. *When* and *car accesso-
ries* are reversible, yet they exist after *what* and
colour. *Condition* exists after *what, colour, when* and
car accessories. *Who* exists after *what, colour, when,
car accessories* or *condition*. *Where* and *telephone
number* exist after *what, colour, car accessories, when,
condition* and *who*. *Telephone number* and *where* exist in
turns.

8. [what][price](colour)(who)[where].

> Example:Datsun stisen 1300cc harga 1juta hub
> Bendul Merisi 147 Sby
> (JP/15/12/92)

The classified advertisements which use this pattern
are about 1,5%. The obligatory elements are [what],
[price] and [where]. The optional elements are (colour)
and (who). *Price* exists after *what*. *Colour* exists after
what and *price*. *Who* exists after *what, price* and *co-*

car accessories or price. *Where* and *telephone number* can exist together or they exist in turns.

5. [what][when][price](condition)(where)(telephone number).

> Example:ColtT120 stizen th75murah Rp 1 ju
>   ta Jl.Teluk Kumai Barat 60 Sby j.cepat
>   (JP/16/12/92)

The classified advertisements which use this pattern are about 7%. The obligatory elements are [what], [when] and [price]. The optional elements are (condition), (where) and (telephone number). *When* exists after *what*. *Price* exists after *what* and *when*. *Condition* exists after *what, when* and *price*. *Where* and *telephone number* exist after *what, when, price* and *condition,* but they never exist together.

6. [what][when][where](telephone number).

> Example:Jeep CJ-6 bensin1974 Kencana Sari
>   Timur VII/H-21 T.572585/42040
>   (JP/04/12/92)

The classified advertisements which use this pattern are about 9%. The obligatory elements are [what], [when] and [where]. *Telephone number* is an optional element. *When* exists after *what*. *Where* exists after *what* and *when*. *Telephone number* exists after *where*. *Where* and *telephone number* can exist together or *where* exists without *telephone number*.

lour. Where exists *what, price, colour* and *who.*

9. [what][condition][where][who]

> Example: Toyota Hartop full variasi antik pasti
> se nang j.cepat bu Jagir Sidomukti 6/3
> Bp.Catur
> (JP/08/12/92)

The classified advertisements which use this pattern
are about 1,5%. All the elements are called obligatory
elements. *Condition* is put *what. Where* is put after
what and *condition. Who* is put after *what, condition*
and *where.*

10. [lead][what](who)(where)(telephone number).

> Example: Cari mobil^2 bekas hg tinggi Suzuki+Dai
> hatsu+Corolla Kijang hub 4337
> (JP/11/12/92)

The classified advertisements which use this pattern
are about 1,5%. The obligatory elements are [lead] and
[what]. The optional elements are (who), (where) and
(telephone number). *What* exists after *lead. Who* exists
after *lead* and *what. Where* and *telephone number* exist
after *lead, what* or *who. Where* and *telephone number*
exist in turns.

11. [what][where]

> Example: VW combi Jerman yang serius hub.
> Rungkut YKP Blok RL IID/3
> (JP/06/12/92)

The classified advertisements which use this pattern

are about 1%. The obligatory elements are [what] and [where]. *Where* is put after *what.*

12. [what][car accessories][condition][where](telephone number).

> Example:Fiat 1300cc velk rec/tp kondisi masih
> asli hub.Jl.Doho 35 Sby(jam kerja)
> (JP/02/12/92)

The classified advertisements which use the pattern about 1,5%. The obligatory elements are [what], [car accessories], [condition] and [when]. The optional element is (telephone number). *Car accessories* exist after *what. Condition* exists after *what* and *car accessories. Where* and *telephone number* exist after *what, car accessories* and *condition. Telephone number* and *where* can exist together or *where* exists without *telephone number.*

The whole presentation of data in this section will be discussed further in chapter IV, section 4.3.1.1.

3.2.1.2. MOTOR BIKE

Among the classified advertisements in selling a motor bike, the writer takes 107 classified advertisements as the sample. Those classified advertisements are taken randomly. The writer divided the classified advertisements into 11 groups, in order that the elements and

the patterns can be analysed easily.

The typical patterns are :

1. [what][when][condition](colour)(price)(telephone

number)(who)[where].

> Example:Vespa Super 83 mulus murah cepat
> butuh uang Jl.Menur I/15
> (JP/26/12/92)

The classified advertisements which use this pattern
are about 22%. The obligatory elements are [what],
[when], [condition] and [where]. The optional elements
are (colour), (price), (telephone number) and (who).
When is put after *what*. *Condition* is put after *what* and
when. *Colour, price, telephone number, who* and *where*
are reversible.

2. [what][when][colour](condition)(price)(who)[where]

> Example:Vsprint 79 biru mls 700 Pesantren 10a
> Wonokromo 157 Sby
> (JP/08/12/92)

The classified advertisements which use this pattern
are about 36%. The obligatory elements are [what],
[when], [colour] and [where]. The optional elements are
(condition), (price) and (who). *When* is put after *what*.
Colour is put after *what* and *when*. *Condition, price* and
who are reversible. *Where* is put after *what, when,*
colour, condition, price or *who*.

3. [what][when][price](colour)(condition)[where](who)

Example:JTO th80 (785ribu) Binter Mercy th83
        (925ribu) mulus2 Jl.Bumiarjo V/35 dkt
        Joyoboyo
        (JP/19/12/92)

The classified advertisements which use this pattern
are about 14%. The obligatory elements are [what],
[when] and [price]. The optional elements are (colour),
(condition) and (who). *When* is placed after *what*. *Price*
is placed after *what* and *when*. *Colour, condition, where*
and *who* are placed after *what, when* and *price* and they
are reversible.

4. [what][colour](when)(condition)[where]

        Example:GL 100K htm th84/85 mls Jl.Jemur Wo
                nosari Blok JN/14 (blk spr Market)
                (JP/23/12/92)

The classified advertisements which use this pattern
are about 5%. The obligatory elements are [what],
[colour] and [where]. The optional elements are (when)
and (condition). *Colour* is put after *what*. *When, condi-
tion* or *where* are put after *what* and *colour*.

5. [what](who)(price)[where]

        Example:Vespa PSrtg a/n sendiri hrg950ribu Jl.
                Ky.Satari Gg.Langgar No.8 Rungkut
                Menanggal Sby.
                (JP/16/12/92)

The classified advertisements which use this pattern
are about 2%. The obligatory elements are [what] and
[where]. The optional elements are (who) and (price).

Who is put after *what. Price* and *where* are placed after

what and *who.*

6. [what][when][where]

Example:GL Max 91 Mojoklangguru Wetan III/12
Sby
(JP/11/12/92)

The classified advertisements which use this pattern

are about 9%. All these elements are called obligatory

elements. *When* is put after *what. Where* is put after

what and *when.*

7. [lead][what](who)(when)[where]

Example:Anda jual cari Alfa Max Prima RX89
90 Star RC 8886 tt kredit Kedungsari 47
(JP/21/12/92)

The classified advertisements which use this pattern

are about 4%. The obligatory elements are [lead],

[what] and [where]. The optional elements are (who) and

(when). *What* is put after *lead. Who, when* and *where* are

put after *lead* and *what.*

8. [what][when](who)(price)(colour)(condition)[where]

(telephone number)

Example:Szk Spinter 89 hitam hub.Namdar Simo
Gun.Kramat Selatan 5 cepat murah
(JP/08/12/92)

The classified advertisements which use this pattern

are about 5%. The obligatory elements are [what],

[when] and [where]. The optional elements are (who),

(price), (colour), (condition) and (telephone number). *When* is put after *what*. *Who* is placed after *what* and *when*. *Price, colour, condition* and *telephone number* do not exist together. *Where* and *telephone number* do not exist together or *where* can exist without *telephone number*.

9. [who][what][who][where][telephone number].

> Example: Eka Sapta Motor
> Jual spd motor baru/bekas & beli spd mo
> tor bekas harga tinggi bisa cash&kredit
> Eka Sapta Motor Kertajaya 158 telp.
> 575495 Surabaya
> (JP/18/12/92)

The classified advertisements which use this pattern are about 1%. The obligatory elements are [who], [what], [where] and [telephone number]. *Who* is placed before and after *what*. *Where* is placed after *who* and *what*. *Telephone number* is placed after *who*, *what* and *where*.

10. [what][price][condition][where]

> Example: Ymh Bebek 695 muls skli no baru cept
> bu.ug dpt kurng Tambaksari 47 Sby
> (JP/07/12/92)

The classified advertisements which use this pattern are about 1%. All these elements are called obligatory elements. *Price* is put after *what*. *Condition* is put after *what* and *price*. *Where* is put after *what*, *price*, and *condition*.

11. [what][condition][where]

> Example: CB Glatik orisinil msn halus bdy mls
> Kaliasin Pompa 93 Sby
> (JP/16/12/92)

The classified advertisements which use this pattern are about 1%. All these elements are called obligatory elements. *Condition* is put after *what*. *Where* is put after *what* and *condition*.

All the presentation of data in this section will be discussed further in chapter IV, section 4.3.1.2

3.2.1.3 HOUSE EQUIPMENT

Among the classified advertisements in selling house equipment, the writer takes 14 classified advertisements as the sample. The writer has divided these classified advertisements into two groups.

The typical patterns are :

1. [what](where)(telephone number)

> Example: Rolling door Rp2800/m^2 rolling
> tangga stainless pagar t.putar p.har
> monika ks nyamuk tenda fiber dll hub.
> Gaya Indah Raya Tandes Lor 17A Tlp.
> 52287
> (JP/12/12/92)

The classified advertisements which use this pattern are about 36%. The obligatory element is [what]. The

41

optional elements are (where) and (telephone number).
Where is placed after *what. Telephone number* is placed
after *what* and *where. Telephone number* and *where* can
appear together or they can appear in turns.

2. [who][what](where)(telephone number).

> Example:Cremona Jaya
> Tenda krey,rolling door fiberglass
> warna,pipa bulat,kasa nyamuk, pintu har
> monika,pagar tralis Jl.Putra Agung III/
> 53a Telp.311353-365397
> (JP/28/12/92)

The classified advertisements which use this pattern
are about 64%. The obligatory elements are [who] and
[what]. The optional elements are (where) and (tele-
phone number). *What* is placed after *who. Where* is put
after *who* and *what. Telephone number* is put after *who,
what* and *where. Telephone number* and *where* can appear
together or they can appear in turns.

The whole presentation of data in this section will
be discussed further in chapter IV, section 4.3.1.3.

3.2.1.4. HOUSES

Among the classified advertisements in selling a
house or building, the writer took 119 classified adver-
tisements as the sample. Those classified advertisements
are taken randomly. The writer divided those classified
into 11 groups, in order that the patterns and the ele-

ments can be analysed easily.

The typical patterns are :

1. [what][location][size](type)(facility)(who)(price)

(telephone number)(where)

>   Example:Rmh Darmo Harapan Utara V/EW 21 Lt.
>   220 full furnished cck orang asing h.
>   717199
>   (JP/15/12/92)

The classified advertisements which use this pattern are about 28%. The obligatory elements are [what], [size] and [location]. The optional elements are (type), (facility), (who), (price), (telephone number) and (where). *Location* is put after *what. Size* is put after *what* and *location. Type, facility, who, price, telephone number* and *where* are put after *what, location* and *size* and they are reversible. *Telephone number* and *where* can appear together or they appear in turns.

2. [what][location](price)(who)(facility)(where)

(telephone number)

>   Example:Dikont rmh Tambak Windu I/22 hub.
>   Tambak Jati 43 Sby Telp.360847
>   (JP/23/12/92)

The classified advertisements which use this patten are about 22%. The obligatory elements are [what] and [location]. The optional elements are (price), (who), (facility), (where) and (telephone number). *Location* is

put after *what. Price, who, facility, where* and *tele-phone number* are put after *what* and *location.* Those elements are reversible.

3. [what][location][facility](size)(who)(telephone number)(where)

        Example:Dikont rmh Jl.Raung 4 atas dkt Jl.Ijen
                hal.luas tlp+prabot hub.0341-51507
                (JP/26/12/92)

The classified advertisements which use this pattern are about 12%. The obligatory elements are [what], [location] and [facility]. The optional elements are (facility), (size), (who), (telephone number) and (where). *Location* is put after *what. Facility* is put after *what* and *location. Size, who, telephone number* and *where* are placed after *what, location* and *facility. Where* and *telephone number* can exist together or they exist in turns.

4. [what][size][facility](location)(where)(telephone number)

        Example:Jual rmh SHM 415m^2 Imb pam pln Jl.
                Ahmad Jais Surabaya hub.813378
                (JP/18/12/92)

The classified advertisements which use this pattern are about 13%. The obligatory elements are [what], [size] and [facility]. The optional elements are (where), (location) and (telephone number). *Size* is put

after *what*. *Facility* is put after *what* and *size*. *Location* is put after *what, size and facility*. *Where* and *telephone number* can appear together or they can appear in turns.

5. [what][type][location](facility)(size)(price)(who)(where) (telephone number)

> Example: Dikont rmh T70 baru alamat Sawojajar B3-C23 ada telpon hub:Jl.Buring 12 Malang Tlp.64569 tanpa perantara (JP/04/12/92)

The classified advertisements which use this pattern are about 9%. The obligatory elements are [what], [location] and [type]. The optional elements are (facility), (size), (price), (who), (where) and (telephone number). *Type* is placed after *what*. *Location, facility, size, price, who, where* and *telephone number* are reversible. *Where* and *telephone number* can exist together or they exist in turns.

6. [what][size][location](who)(facility)(where) (telephone number)

> Example: Rumah dijual uk.8x20m Jl.Bratang Bina ngun I/9 hub.alamat tsb. (JP/07/12/92)

The classified advertisements which use this pattern are about 6%. The obligatory elements are [what], [location] and [size]. The optional elements are (who), (facility), (where) and (telephone number). *Size* is put

after *what*. *Location* is placed after *what* and *size*. *Who*, *facility*, *where* or *telephone number* can exist after *what*, *size* and *location*. *Where* and *telephone number* appear in turns.

7. [what][facility][location](size)(who)(telephone number)

> Example:Dijual rumah tingkat listrik pam telpon
> Kampung Malang Utara V/39 hubungi:Bpk.
> HR Siagian Telp.510384
> (JP/23/12/92)

The classified advertisements which use this pattern are about 3%. The obligatory elements are [what], [facility] and [location]. The optional elements are (size), (who) and (telephone number). *Facility* is placed after *what*. *Location* is placed after *what* and *facility*. *Who*, *size* and *telephone number* are put after *what*, *facility* and *location*.

8. [what][size](who)(price)[location]

> Example:Rumah uk+7,5x25m kendaraan besar
> boleh masuk hp.22jt Bogangin I/67
> Kedurus
> (JP/04/12/92)

The classified advertisements which use this patten are about 2%. The obligatory elements are [what], [size] and [location]. The optional elements are (price) and (who). *Size* is put after *what*. *Who*, *price* and *location* are put after *what* and *size*.

9. [what][facility][size](location)[telephone number]

Example:J.rmh tkt Ac 2200w prbl telp 9x20
         Kutisari Ind.Sel I/79 833038
         (JP/26/12/92)

The classified advertisements which use this pattern
are about 2%. The obligatory elements are [what],
[size], [facility] and [telephone number]. The optional
element is (location). *Facility* is put after *what*. *Size*
is put after *what* and *facility*. *Location* and *telephone
number* are put after *what, facility* and *size*.

10. [location][what][size](telephone number)(facility)

Example:Jl.Luntas 25 bang baru 11x18m^2 pam
         pln (dekat Unair-depan kantor pdam baru)
         (JP/31/12/92)

The classified advertisements which use this pattern
are about 2%. The obligatory elements are [location],
[what] and [size]. The optional elements are (tele-
phone number) and (facility). *What* is put after *loca-
tion*. *Size* is put after *what* and *location*. *Telephone
number* and *facility* are placed after *what, location*
and *size*.

11. [what][price][location]

Example:Rumah baru mobil bisa masuk 19 juta
         Bronggalan Sawah IV/3 Sby
         (JP/27/12/92)

The classified advertisements which use this pattern
are about 1%. All the elements are called obligatory
elements. *Price* is placed after *what*. *Location* is

placed after *what* and *price.*

All the presentaion of data in this section will be
discussed further in chapter IV, section 4.3.1.4.

3.2.1.5. LAND

Among the classified advertisements in selling
land, the writer has taken 27 classified advertisements
as the sample. Those classified advertisements has been
divided into five groups, so those patterns and elements
can be analysed more easily.

The typical patterns are :

1.[what][size][location](who)(price)(where)(telephone
  number)

> Example:Jual cpt tnh L.443m^2 lokasi Tidar
> Permai hub.Letjen Sutoyo 48 Tlp.41589
> (JP/10/12/92)

The classified advertisements which use this pattern
are about 54%. The obligatory elements are [what],
[size] and [location]. The optional elements are (who),
(price), (where) and (telephone number). *Size* is put
after *what. Location* is put after *what* and *size. Who,
price, where* and *telephone number* are placed after
what, size and *location* and they are reversible. *Where*
and *telephone number* can appear together or they can

appear in turns.

2. [what][location][size](where)(who)(where)(telephone number)

> Example: Jual cepat tanah cert kab. Gresik luas
> 13.370m^2 hub.Pesapen 3/59 atau Pak
> Djono Jl.Krembangan Barat no.71 Sby
> (JP/08/12/92)

The classified advertisements which use this pattern are about 18%. The obligatory elements are [what], [location] and [size]. The optional elements are (where), (who) and (telephone number). *Location* is put after *what*. *Size* is put after *what* and *location*. In this pattern, *where* can appear twice. From the example above, we can see that *where* refers to two different address. *Telephone number, who,* or *where* is put after *what, size* and *location*.

3. [what][size][price](who)(location)(where)(telephone number)

> Example: Jual tnh kav 10x20m 4,5jt lokasi T.Oso
> Jaya Tlp.802830
> (JP/31/12/92)

The classified advertisements which use this pattern are about 15%. The obligatory elements are [what], [size] and [price]. The optional elements are (who), (location) and (where). *Size* is placed after *what*. *Price* is placed after *what* and *size*. *Who, location, where* and *telephone number* are put after *what, size* and

price. Those elements are reversible. *Telephone number* and *where* appear in turns.

4. [what][location][telephone number]

> Example: Jual tnh di Jl.Sulfat Agung 1 kav 3
>   komp Purwantoro Agung hub.61835
>   (JP/24/12/92)

The classified adverisements which use this pattern are about 8%. All the elements are called obligatory elements. *Location* is put after *what. Telephone number* is placed *what* and *location.*

5. [what][location][price][where][telephone number]

> Example: Kav.siap bangun SHM drh Krian dekat
>   jl.raya bisa cash/kredit um.ringan
>   hub.Raya Ngagel 29 Tlp.578741 Sby
>   (JP/04/12/92)

The classified advertisements which use this pattern are about 4%. All the elements are called obligatory elements. *Location* is placed after *what. Price* is placed after *what* and *location. Where* is put after *what, location* and *price. Telephone number* is placed after *what, location, price* and *where.*

All the presentation of data in this section will be explained further in chapter IV, section 4.3.1.5.

3.2.1.6. ELECTRONIC EQUIPMENTS

Among the classified advertisements in selling

electronic equipments, the writer has taken 27 classi-
fied advertisements as the sample. Those classified
advertisements are divided into four groups.

The typical patterns are :

1. [what][condition](price)[where](telephone number)

> Example: Dijual 1 set computer baru 100% hub:
> Ngagel Wasana III/4 T.578294 pk.9-
> 16.00 murah
> (JP/20/12/92)

The classified advertisements which use this pattern
are about 25 %. The obligatory elements are [what],
[condition] and [where]. The optional elements are
(price) and (telephone number). *Condition* is put after
what. *Price* can be put after *what* and *condition*. *Where*
can be put after *what*, *condition* or *price*. *Where* and
telephone number can appear together or *where* can
appear without *telephone number*.

2. [what](where)(telephone number)

> Example: Jual foto copy Minolta 4502 hub: Jl.P.
> Sudirman 5 Pasuruan Telp.(0343)61152
> (JP/23/12/92)

The classified advertisements which use this pattern
are about 56%. The obligatory element is [what]. The
optional elements are (where) and (telephone number).
What precede other elements. *Where* is placed after
what. *Telephone number* is placed after *what* and *where*.

3. [what][price](who)(where)(telephone number)

> Example: Jual cepat Ac 1pk merk Sanyo 400.000 +
> pasang Telp.577387 jam 08.00-22.00
> (JP/15/12/92)

The classified advertisements which use this pattern are about 15%. The obligatory elements are [what] and [price]. The optional elements are (who), (where) and (telephone number). *Price* is placed after *what*. *Who* is placed after *what* and *price*. *Where* and *telephone number* are put after *what, price* or *who*. *Telephone number* and *where* appear in turns.

4. [who][where][telephone number][what]

> Example: Pioner Tidar 93W Telp.521693-524975
> reparasi jual/beli tv video kulkas Ac
> (JP/19/12/92)

The classified advertisements which use this pattern are about 4%. All these elements are called obligatory elements. *Where* is put after *who*. *Telephone number* is put after *who* and *where*. *What* is put after *who, where* and *telephone number*.

The whole presentation of data in this section will be dicussed further in chapter IV, section 4.3.1.6.

3.2.2. Service

3.2.2.1. CAR RENTAL

Among the classified advertisements in giving a service for rent a car, the writer has taken 21 classi-

fied advertisements as the sample. Those classified advertisements have been divided into five groups, in order that the patterns and the elements can be analysed more easily.

The typical patterns are :

1.[who][telephone number][what](facility)

        Example:Merpati Wahana Taksi
                Telp513831(3sal),515033 Eterna,Lan
                cer,Mercy Boxer,L 300 full Ac
                (JP/31/12/92)

The classified advertisements which use this pattern are about 55%. The obligatory elements are [who], [telephone number], and [what].The optional element is (facility). *Telephone number* is put after *who*. *What* is put after *who* and *telephone number*. *Facility* is put after *who, telephone number* and *what*.

2.[who][destination][what](facility)(where)[telephone number]

        Example:ATN jpt Sby-Smg:Sby-Yogya L300 Ac rec
                seat j.09.00-20.00 hub.Embong Sono
                Kembang no.2 Sby(T.40388-813277)
                (JP/30/12/92)

The classified advertisements which use this pattern are about 20%. The obligatory elements are [who], [destination], [what] and [telephone number]. The optional elements are (where) and (facility). *Destina-*

tion is put after *who*. *What* is put after *who* and *desti-*

nation. *Where* and *telephone number* can appear together

or *telephone number* can appear without *where*.

3. [who][what][telephone number]

> Example: ND Taxi L300 Kijang BMW maestro bus
> mobil box hub 576976-mlm 577308
> (JP/23/12/92)

The classified advertisements which use this pattern

are about 10%. All the elements are called obligatory

elements. *What* is put after *who*. *Telephone number* is

put after *who* and *what*.

4. [lead][what](facility)(where)[telephone number]

> Example: Disewakan mobil har/bln minibus+se
> dan Ac tape harga khs hub.313763
> (JP/29/12/92)

The classified advertisements which use this pattern

are re about 10%. The obligatory elements are [lead],

[what] and [telephone number]. *Lead* is put after *what*.

Facility is put after *lead* and *what*. *Telephone number*

or *where* is put after *lead* and *what*.

5. [who][destination][facility][what][telephone number]

> Example: Baru Malang-Denpasar antar jemput Ac
> L300 r.seat hub.42470 Mlg/27531 Dps
> (JP/20/12/92)

The classified advertisements which this pattern are

about 5%. All the elements are called obligatory ele-

ments. *Destination* is put after *who*. *Facility* is put

after *who* and *destination*. *What* is put after who,

destination, and *facility. Telephone number* is put
after *who, destination, facility* and *what.*

All the presentation of data in this section will be
discussed further in chapter IV, section 4.3.2.1.

3.2.2.2. REPAIRING ELECTRONIC EQUIPMENTS

Among those classified advertisements, the writer
has taken 35 classified advertisements as the sample.
Those classified advertisements have been divided into
seven groups, so it is easier for her to analyse pat-
terns and the elements .

The typical patterns are :

1.[lead][telephone number][what](where)(who)(facility)

        Example:Ahli service panggln T.712774 alamat
                Darmo Permai Timur 11 ahli Acsplit/win
                dow kulkas m.cuci p.air/tv video merk
                Eropa/Japan kerja tempatgrsi6-12bln
                Mingg buka
                (JP/12/12/92)

The classified advertisements which use this pattern
are about 25%. The obligatory elements are [lead],
[what] and [telephone number]. The optional elements
are (who), (facility) and (where). *Telephone number* is
put after *lead. What, where, who* and *facility* are
reversible.

2. [lead][what][telephone number](facility)

> Example: Service/repair panggilan bergaransi
> ahli tv video organ kulkas p.air m.cuci
> dikerjakan ditempat melayani dlm/luar
> kota biaya ringan telp.293541
> (JP/09/12/92)

The classified advertisemnts which use this pattern are about 20%. The obligatory elements are [lead], [telephone number] and [what]. The optional element is (facility). *What* is put after *lead. Telephone number* and *facility* are reversible.

3. [who][what](where)(facility)[telephone number]

> Example: Henry Ac mobil ND sanden split Daikin
> kulkas Letjen S.Parman 47 telp.41084
> (JP/16/12/92)

The classified advertisements which use this pattern are about 20%. The optional elements are (where) and (facility). The obligatory elements are [who], [what] and [telephone number]. *What* is put after *who. Where, facility* and *telephone number* are reversible.

4. [who][telephone number][what](where)(facility)

> Example: Sony video service Tlp.31196
> video;tv.clr;audio Gembong 54 berga
> ransi
> (JP/11/12/92)

The classified advertisements which use this pattern are about 23%. The obligatory elements are [who], [telephone number] and [what]. The optional elements

56

are (where) and (facility). *Telephone number* is put after *who. What* is put after *who* and *telephone number. Where* and *facility* are reversible.

5. [what][who][telephone number]

   Example: Service/reparasi Ac sgl type dijamin
   hub.PT.Teksani T.815224-815885 sgr
   (JP/10/12/92)

The classified advertisements which use this pattern are about 6%. All the elements are called obligatory elements. *Who* is put after *what. Telephone number* is put after *what* and *who.*

6. [who][facility][where][telephone number]

   Example: ITT&Nord service bergaransi
   Jl.Pahlawan 92 T523109-521492 Sby
   (JP/26/12/92)

The classified advertisements which use this pattern are about 3%. All the elements are called obligatory element. *Facility* is put after *who. Where* is put after *who* and *facility. Telephone number* is put after *who, facility* and *where.*

7. [telephone number][what]

   Example: T.816713 panggilan ahli2tv,video.kul
   kas Ac,p.air,m.cuci,k.lpg,tape
   (JP/17/12/92)

The classified advertisements which use this pattern are about 3%. All the elements are called obligatory elements. *What* is put after *telephone number.*

The whole presentation of data in this section will be discussed further in chapter IV, section 4.3.2.2.

3.2.2.3. TOURS AND TRAVEL

Among the classified advertisements, the writer has taken 27 classified advertisements as the sample. Those classified advertisements has divided into eight groups, in order that the patterns and the elements can be analysed more easily.

The typical patterns are :

1. [who][destination][how long](price)(when)(facility) (where)[telephone number].

> Example: Orient hongkong China tr 10hr Usd1388
> brk25Des92 hub.Jl.Basuki Rahmat 78
> Sby Telp.515253
> (JP/10/12/92)

The classified advertisements which use this pattern are about 22%. The obligatory elements are [who],[destination], [how long] and [telephone number] . The optional elements are (when), (price), (facility) and (where). *Destination* is put after *who*. *How long* is put after *who* and *destination*. *Price, when, facility, where* and *telephone number* are reversible.

2. [who][destination][facility](when)(where)[telephone number]

58

Example:Haryono X'Mas Bali tour dg bus Ac htl
        Kuta brkt 26 Des 92 514300 41006
        (JP/24/12/92)

The classified advertisements which use this pattern
are about 22%. The obligatory elements are [who],
[destination], [facility] and [telephone number]. The
optional elements are (when),(where). *Destination* is
put after *who. Facility* is put after *who* and *destina-
tion. Telephone number* can appear with *where* or *tele-
phone number* can appear without *where.*

3.[who][destination][when](facility)(price)[where]

(telephone number)

        Example:"Bukit Bintang"Bali/Kuta&Bromo br.22;
                23;25;26 bus Ac;diantar;makan;hadiah
                "oven" serbaguna Jl.Biliton 53 T.45328
                (JP/21/12/92)

The classified advertisements which use this pattern
are about 33%. The obligatory elements are [who],
[destination], [when] and [where]. The optional ele-
ments are (facility), (price) and (telephone number).
Destination is put after *who. When* is put after *who*
and *destination. Facility, price, where* and *telephone
number* are put after *who, destination* and *when. Facili-
ty, price, where* and *telephone number* are reversible.

4.[who][where][telephone number](destination)(what)

        Example:Indra Kelana t&t (Cempaka7i/Telp.42843
                agen Sempati air)spec tour dom Bali-
                Lombok,Jkt&bdg-Toraja-Minahasa-Yogya
                (JP/04/12/92)

The classified advertisements which use this pattern are about 7%. The obligatory elements are [who], [where], and [telephone number]. The optional elements are (destination) and (what). *Where* is put after *who*. *telephone number* is put after *who* and *where*. *Destination* or *what* is put after *who, where* and *telephone number*.

5. [who][how long][destination][when][where][telephone number]

> Example:New Sinterria Singapore Package
> 3hr 2mlm br22/23/24 biaya Usd400 kt
> Kapasan 55a Tel312154-312707-361441
> (JP/01/12/92)

The classified advertisements which use this pattern are about 4%. All the elements are called obligatory elements. *How long* is placed after *who. Destination* is placed after *what* and *how long. When* is put after *who, how long* and *destination. Where* is put after *who, how long, destination* and *when. Telephone number* is placed after *who, how long, destination, when* and *where.*

6. [lead][who][destination][when][facility][where] [telephone number]

> Example:Khusus Ntl&Th.baru 93
> Pasopati Bali tour dgn pswt,bis Ac/toi
> let brgkt22,23,24,25,26,28,29,30,31Des
> 1&2Jan93 termsk htl Ac dipantai Kuta,
> mkn,tourdll tpt terbts dftrkan sgr Sub:
> Raya Darmo 1aT.574000-575000.Mlg:B.Rakh
> mat 11eT.20270-64750-25733.Jkt:H.Wuruk
> 111bT.6296000-6494000-6595000 Fax6393000
> romb tiap saat dijamin puas

(JP/11/12/92)

The classified advertisements which use this pattern are about 4%. All the elements are called obligatory elements. *Who* is put after *lead*. *Destination* is put after *lead* and *who*. *When* is put after *lead*, *who* and *destination*. *Facility* is placed after *lead*, *who*, *destination* and *where*. *Where* is placed after *lead*, *who*, *destination*, *when* and *facility*. *Telephone number* is put after *lead*, *who*, *destination*, *when*, *facility* and *where*.

7. [who][what][telephone number][where]

  Example: Pasopati Tours & Travel
     Service lebih unggul dengan computer
     buka siang mlm/hr bsr/libur. Sub T.574000
     575000(Darmo 1a),44040-44099(THR Sby
     Mall Lt.Dsr B1s/dB3)20040-20060(K Jepun
     43) Mlg
     (JP/15/12/92)

The classified advertisements which use this pattern are about 4%. All the elements are called obligatory elements. *What* is put after *who*. *Telephone number* is placed *who* and *what*. *Where* is put after *who*, *what* and *telephone number*.

8. [who][destination][price][facility][telephone number]

  Example: New Sinterria Palmbeach Voucher
     Usd 35sgl/dbl/per mlm tmsk makan pg/
     trsf apt-htl pp hub.312154-312707
     (JP/15/12/92)

The classified advertisements which use this pattern

are about 4%. All the elements are called obligatory elements. *Destination* is placed after *who*. *Price* is placed after *who* and *destination*. *Facility* is placed after *who, destination* and *price*. *Telephone number* is placed after *who, destination, price* and *facility*.

All the presentation of data in this section will be explained further in chapter IV, section 4.3.2.3.

3.2.2.4. COURSES

Among the classified advertisements in offering courses, the writer has taken 40 classified advertisements as the sample. Those classified advertisements have been divided into seven groups, in order that the patterns and the elements can be analysed more easily.

The typical patterns are :

1.[who][what](how long)(when)[where](facility)

   (telephone number)

          Example:Gradika comp buka Itc,Ws,Lot,p.khus,
                  dBase/f.base&kls kus hr Minggu +inten
                  sif bonus start 21 Des'92 hub.Bratang
                  Gede 144 Tlp.578253 Surabaya
                  (JP/15/12/92)

The classified advertisements which use this pattern are about 37%. The obligatory elements are [who],[what] and [where]. The optional elements are (when), (facil-

ity) and (telephone number). *What* is put after *who*. *When, how long, where, facility* and *telephone number* are placed after *what* and *who*. Those elements are reversible. *Where* and *telephone number* can appear together or *where* appears without *telephone number*.

2. [what][who](where)[telephone number]

> Example: Kursus merangkai bunga 'Rini' Kapas
> Krampung 82 T.523978 gaya Eropa ujian
> negara kusus paket natal dan tahun baru
> (JP/07/12/92)

The classified advertisements which use this pattern are about 27%. The obligatory elements are [who], [what] and [telephone number]. The optional element is (where). *Who* is put after *what*. *Where* and *telephone number* can appear together or *telephone number* can appear without *where*.

3. [who][where][what](telephone number)(when)

> Example: Iduna Kalianyar Buntu I/1 T.319571 Sab
> 12/12 pk.13 cake 4mc,konings kroam ru
> bane,kuekiet,Minggu pk.10 mak.kec.4 mc
> muffin,wafelkeju,girafe-girovla,Sen pk
> 13 pod. 4mc pod. kopjor coklat.
> (JP/11/12/92)

The classified advertisements which use this pattern are about 10%. The obligatory elements are [who], [where] and [what]. The optional elements are (telephone number) and (when). *Where* is put after *who*. *What, telephone number,* and *when* are reversible. *Where*

and *telephone number* can exist together or *where* can

exist without *telephone number.*

4. [lead][what][who](facility)[where](telephone number)

        Example:Kelas terbang!langsung praktek kerja
                tehnisi/service/merakit computer
                English akunt tik (BES) Dupak Rukun 24
                T.20258
                (JP/02/12/92)

The classified advertisements which use this pattern

are about 15%. The obligatory elements are [lead],

[what], [who] and [where]. The optional elements are

(facility) and (telephone number). *Lead* is placed at

the beginning of classified advertisement. *What, who,*

facility, where and *telephone number* are reversible.

Where and *telephone number* can exist together or *where*

exists without *telephone number.*

5. [what][where](telephone number)

        Example:Les Inggris SD,SMP,SMA kary. hub. Sate
                lite Utara 6/HT-14 T.718792
                (JP/04/12/92)

The classified advertisements which use this pattern

are about 7%. The obligatory elements are [what] and

[where]. The optional element is (telephone number).

Where is put after *what. Telephone number* is placed

after *what* and *where.*

6. [what][facility][telephone number]

        Example:Piano lagu2 pop terbaru bisa pilih
                dtg ke rumah Telp.715408
                (JP/17/12/92)

64

The classified advertisements which use this pattern are about 2%. All the elements are called obligatory elements. *Facility* is put after *what. Telephone number* is put after *what* and *facility.*

7. [what][when][who][where]

> Example: Kursus Bahasa Jerman pendaftaran 7-22
> Desember 1992 di Goethe Institut Sura
> baya Tm.AIS Nasution 15 Surabaya
> (JP/03/12/92)

The classified advertisements which use this pattern are about 2 %. All the elements are called obligatory elements. *When* is put after *what. Who* is put after *what and when. Where* is put after *what, when* and *who.*

The whole presentation of data in this section will be discussed further in chapter IV, section 4.3.2.4.

3.2.3. Job Vacancies

Among the classified advertisements in offering job vacancies, the writer has taken 81 classified advertisements as the sample. Those classified advertisements have been divided into eight groups, so the writer can analyse the patterns and the elements more easily.

The typical patterns are :

1. [what][qualification](facility)(when)(who)[where]

(telephone number)

Example:Dicari segera pengajar fisika&matematika
syarat sarjana yg relevan pengalaman me
ngajar +5th lamrn ditutp tgl 12 Desember
92 hub.LBB Ipiems Jl.Menur 125 Surabaya
Tlp.597305-597590
(JP/10/12/92)

The classified advertisements which use this patter are
about 54%. The obligatory elements are [what], [quali-
fication] and [where].The optional elements are (facil-
ity), (when), (who) and (telephone number). *Qualifica-
tion* is put after *what. Facility* is put after *what*
and *qualification. Who* is put after *what* and *qualifica-
tion. When* can be placed after or before *what. Where*
can be placed after or before *where. Telephone number*
is placed after *where. Where* can exist without *tele-
phone number.*

2. [who][what](qualification)(facility)(when)(who)[where]

(telephone number)

Example:PT BPI membutuhkan karyawan/i bag pema
saran lam lengkap min SMP pelamar lang
sung datang ke Ngagel Jaya Tengah 50
paling lambat tgl.28 Des 92
(JP/22/12/92)

The classified advertisements which use this patern are
about 20%. The obligatory elements are [who], [what],
and [where]. The optional elements are (qualification),
(facility), (when) and (who). *What* is put after *who.
Qualification, facility, when, who, where* and *tele-*

phone number are reversible. *Where or telephone number* can appear together or *where* can appear without *telephone number.*

3. [what][who][where](when)(qualification)(telephone number).

> Example: Dicari guru bhs.Jepang&karyawan/i sege
> ra "BES" Jl.Dupak Rukun 24 Sby T.20258
> (JP/26/12/92)

The classified advertisements which use this pattern are about 7%. The obligatory elements are [what], [who] and [where]. The optional elements are (qualification), (when) and (telephone number). *Who* is placed after *what. Where* is placed after *what* and *who. Qualification, when* or *telephone number* is placed after *what, who* and *where.*

4. [what][where]

> Example: Dicari segera berp stylist (penata ram
> but) dan shampoo boys/girls.Lamaran pd
> Jl.Bali 22 Sby
> (JP/16/12/92)

The classified advertisements which use this pattern are about 7%. All the elements are called obligatory elements. *Where* is put after *what.*

5. [what][facility](qualification)[where](when)

> Example: Dicari sales executif ada gaji+komisi+
> bonus hub:Trunojoyo 25 Mlg
> (JP/20/12/92)

The classified advertisements which use this pattern are about 6%. The obligatory elements are [what],

[facility] and [where]. The optional elements are (qualification) and (when). *Facility* is put after *what.* *Qualification* is put after *what* and *facility.* *Where* is placed after *what, facility* or *qualification.* *When* is placed after *what, facility, qualification* and *where.*

6. [who][qualification][what](where)(who)(telephone number)(when)(facility)

> Example:Avon mencari wanita min.18th(karywati, mhswi, ibu rt u/dijadikan dealer hub. Ita 803282 pk.07.00s/d17.00 kom.menarik (JP/09/12/92)

The classified advertisement which use this pattern are about 3%. The obligatory elements are [who], [qualifi-cation] and [what]. The optional elements are (where), (who), (telephone number), (when) and (facility). *Qualification* is put after *who. What* is put after *who* and *qualification.* In this pattern *who* appears twice, first who refers to the name of the company and second *who* refers to the name of the person. *Where* and *tele-phone number* appear in turns.

7. [what][where][who]

> Example:Dicari guru private wanita untuk anak kelas IV untuk daerah Tanggulangin Sido arjo hub:Raya Tanggulangin 34-36 Sidoar jo PT.Candi Raya Amerta (JP/26/12/92)

The classified advertisements which use this pattern are about 1.5%. All the elements are called obligatory elements. *Where* is put after *what. Who* is placed after

what and *where.*

8. [who][where][qualification][what][when]

> Example: PT AJ Bintang Rinjani unit Lawang Jl.
> Tamrin 22 membuka peluang utk SMTA/S1&
> alumni yg ingin berpacu meraih prestasi
> bersama kami sebagai manager muda yg.
> kreatif dtg.send ke alm diatas selambat
> nya 23 Des 92
> (JP/15/12/92)

The classified advertisements which use this pattern are about 1.5%. All the elements are called obligatory elements. *Where* is put after *who. Qualification* is put after *who* and *where. What* is put after *who, where* and *qualification. When* is put after *who, where, qualification* and *what.*

The whole presentation of data in this section will be discussed further in chapter IV, section 4.3.3.

CHAPTER IV

INTERPRETATION AND ANALYSIS OF DATA